

POTENTIALS OF THE TOURIST VILLAGE OF KARANGTENGAH IMOGIRI BANTUL

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ABSTRACT

This paper analyzes the potentials, opportunities and obstacles in the development of the tourist village Karangtengah, its contribution to economic and social improvement for the local people, and its contribution to sustainable tourism development. Data were collected by qualitative (dominant) and quantitative (less-dominant) studies. Descriptive data were analyzed by SWOT. Results of the analysis suggested that the tourist village of Karangtengah has (1) the strengths to ensure regional development because of such potentials as the ancient cemetery, wild silk-worm cultivation, and culinary experience (2) the weaknesses being the inadequately-skilled human resource, poor-management of natural objects in the tourist village, wild silk-worm prone to such predators as ants, birds, and lizards; and inadequate investment in tourism sector; (3) the opportunities to become one of the best tourist destinations in the Province of DIY; (4) the threats resulting from the existence of other competing tourist destinations with new innovation on products, and poor awareness among the local people in tourism and poor knowledge about the multiplier effect in tourism. It is suggested that (1) the tourist village of Karangtengah be a natural tourist environment and (2) the Local Government of Kabupaten Bantul consistently make some promotional attempts about the policies for the development of the tourist village of Karangtengah.

Keywords : SWOT, tourist village, nature, region.